



State of Oregon  
Department of  
Environmental  
Quality



## **Portland Metals Emissions 30-Day Communications Plan March 4, 2016**

### **Background**

OHA, DEQ and MCHD, with support from the EPA, City of Portland Mayor's Office, Portland Public Schools and the US Forest Service, have been closely since late January to examine potential health risks that may be associated with emissions of heavy metals, including arsenic, cadmium and chromium, from glass manufacturers in Southeast Portland and North Portland. The glass manufacturers, Bullseye Glass Co. and Uroboros Glass, have ended use of these metals in their glass-making processes. DEQ continues to test daily both soil and air quality and is providing results of this testing to OHA and Multnomah County Health Department so they can inform communities in these areas about any health risks and how they can protect themselves.

### **Goals**

- The public understands the health risks and what can be done to reduce them.
- The public understands how the agencies are responding to the situation, and the impact of that response.
- The public trusts the agencies' ability to protect people from potentially dangerous metals emissions.

### **Audiences**

- Neighbors of Bullseye Glass Co. and Uroboros Glass
- Neighbors of all "hot spots" around Portland
- Portland residents

- Legislators, policymakers, congressional delegates
- Industry
- Schools
- Oregonians
- Advocates
- Specialty reporters
- Local jurisdictions

## **Tactics**

- Media release
- Media briefing
- Interagency, agency websites
- Community engagement events
- Email listservs
- Neighborhood newsletters, bulletins, mailers
- Social media
- Physician outreach
- Materials (updated as needed)
  - Interagency FAQ
  - Interagency future timelines
  - Infographics
  - Physician guidance
  - Healthy gardening fact sheet
  - Soil testing companies
  - Stress and worry fact sheet
- PSOB-based event livestreams
- SME videos

## **Spokespersons**

### OHA:

Lynne Saxton  
David Farrer  
Katrina Hedberg  
Paul Cieslak  
Bruce Gutelius

### MCHD:

Paul Lewis  
Tricia Tillman

### DEQ:

Nina DeConcini  
David Monro  
Sarah Armitage

## Timeline

Week of  
Feb. 29

- Soil data analysis completed
- Holding statement for "other facilities" list completed
- N. Portland cancer incidence evaluation completed
- Interagency website draft completed, reviewed

Week of  
March 7

- USFS maps completed
- Urine testing funding plan completed
- Interagency website launched
- Soil data, gardening recommendations released
- MOUs signed with glass companies
- Media release, briefing

Week of  
March 14

- Urine testing funding plan announced
- N. Portland cancer incidence evaluation report released
- Urine testing data analysis completed
- "Other facilities" list compilation completed
- Media release, briefing

Week of  
March 21

- Urine testing analysis report released
- Air monitoring data analysis completed
- Media release, briefing

Week of  
March 28

- Air monitoring data analysis report released
- Media release, briefing